

FORTUNE 500 List Release FAQs for BWC Network Members

General

Q: When is the deadline for employers to apply for the list of Best Workplaces for CommutersSM from the FORTUNE 500 Companies?

A: August 31, 2006. After that, qualifying work sites can still receive the designation, but they will not appear on the 2006 list.

Q: When will the 2006 list of Best Workplaces for CommutersSM from the FORTUNE 500 companies be made public?

A: October 2006.

Eligibility

Q: What are the criteria for getting on the list?

A: Employers must:

1. Be a FORTUNE 500 company.
2. Have one or more work sites designated as a Best Workplaces for CommutersSM work site.

Q: Who are the FORTUNE 500 companies?

A: The FORTUNE 500 are the 500 largest U.S.-based companies (based on annual revenue). The list is published in FORTUNE Magazine every spring.

Q: Can a subsidiary (or an operating unit) of a FORTUNE 500 company get on the list? If so, how would it be recognized?

A: Yes. Best Workplaces for CommutersSM looks at a company the same way FORTUNE Magazine does. If a company's subsidiaries are included in annual revenues to calculate a company's standing on FORTUNE's list, then

those same subsidiaries may also qualify as a Best Workplaces for Commuters from FORTUNE 500 companies. Any qualifying subsidiaries will be listed next to the name of the FORTUNE 500 employer.

The List and How It Works

Q: How is the list ranked?

A: The Top 20 employers on the list will be ranked by the percentage of their total U.S. workforce eligible for outstanding commuter benefits. The percentage will be calculated by dividing the number of employees working at Best Workplaces for CommutersSM-qualified work sites by the company's total U.S. employment.

Q: What is the relationship between FORTUNE Magazine's list and EPA's list?

A: EPA's list utilizes the list published by FORTUNE Magazine to determine which employers are eligible to participate in the list release. There is no direct affiliation between FORTUNE Magazine or Time, Inc. and EPA.

Q: Can a work site be on the list of Best Workplaces for CommutersSM from the FORTUNE 500 Companies and on a regional list?

A: Yes. Any employer on the list of Best Workplaces for CommutersSM from the FORTUNE 500 Companies will automatically be added to a corresponding regional list if it exists. The former is a national initiative while the latter recognizes employers in specific metro regions.



BWC Network participation and value to FORTUNE 500 employers

Q: How do BWC Network Members benefit from participating in the FORTUNE 500 list release?

A: By generating a list of FORTUNE 500 companies, the list release provides BWC Network members with a good reason to contact FORTUNE 500 employers and offer opportunities for national recognition in addition to commuter services.

Q: Why should a FORTUNE 500 employer consider getting on this list?

A: Employers on the list have exclusive rights to use the Best Workplaces for CommutersSM designation. This designation demonstrates environmental leadership and energy conservation, distinguishes companies from competitors, and shows current and prospective employees that outstanding commuter benefits are offered. In addition, employers on the list receive national recognition that often generates positive press coverage.

Employer recognition

Q: What types of recognition and press have companies on the list received in the past?

A: Best Workplaces for CommutersSM from FORTUNE 500 Companies in the past have been mentioned in hundreds of local and national media outlets. These outlets have included local and regional dailies, such as *The Washington Post* and the *San Francisco Chronicle*; radio stations, such as NPR; Web sites, such as Forbes.com and Business Week Online; national magazines, such as *Time* and *Inc.*; and national print out-

lets, such as *USA Today*, Reuters, and The Associated Press. Many qualifying companies use EPA's press release and the occasion of getting on the list to generate their own positive coverage in trade publications, local papers, and other outlets.

Q: How can employers and Network members make the most of this opportunity?

A: Network members and employers on the list are encouraged to use their media contacts and public relations expertise to promote their Best Workplaces for CommutersSM designation when the list is made public. Getting on the list is a national achievement and very newsworthy in light of gas prices, energy security, and climate change developments. Best Workplaces for CommutersSM offers tools and resources at www.bwc.gov to help employers and Network members make the most of this designation and place stories in the media.

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